

**Report on Crowdfunding Campaigns**

* *1st conclusion:* based on the analysis that was performed on the data in the Excel workbook, it was found that campaigns in theater, music and, film & video, were the most successful and also had the highest failure rates. *2nd conclusion:* Most campaigns are successful (565 out of 1000), but there are still a significant number of campaigns that fail or are canceled. *3rd Conclusions:* It was also found that campaigns launched in June and July tended to have the highest success rates, while campaigns in January, May, and August had the highest failure rates.
* *Limitations:* I don’t think we have enough information about the specific reasons campaigns were canceled or failed, which may limit our ability to understand the factors that contribute to campaign success or failure. We also don't have enough information about the size or scope of each campaign, which can be important in understanding why certain categories or months are more successful than others, and also about the countries where the campaigns were held, which may be relevant to understanding how crowdfunding campaigns are used differently in different parts of the world.
* *Other possibilities:* I think that a table/graph comparing the success rates of different subcategories within each category would be interesting. This could offer more precise information on the particular marketing kinds that are more effective within each category; another graph or table displaying the typical amount of money raised by successful campaigns in each category. This might offer information about which categories overall receive the greatest support, I think a map would be great, displaying the breakdown of profitable campaigns per nation. This might provide light on how differently crowdfunding is utilized throughout the world and whether certain nations are more effective at it than others.